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Message Text

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ACTION EB-11

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E.O. 11652 N/A
TAGS: BEXP, MX
SUBJ: FY-1974 COMMERCIAL OBJECTIVES

REF: STATE 128397, JUNE 30, 1973.

1. FOLLOWING ACTION PROGRAM PROPOSED FOR FY-1974

(A) OBJECTIVE ONE: ENCOURAGE MEXICAN GOVERNMENT TO RELAX HIGH LEVEL OF IMPORT PROTECTION. ACTION ONE: THROUGH CONTINUAL CONTACTS AT ALL LEVELS OF GOVERNMENT AND BY ALL EMBASSY OFFICERS CONCERNED, PRESENT ARGUMENTS WHENEVER POSSIBLE.

(B) OBJECTIVE TWO: WORK CLOSELY WITH MEXICAN SECRETARIATS, DECENTRALIZED AGENCIES AND LARGER SEGMENTS OF PRIVATE SECTOR, TRYING TO OBTAIN WHENEVER POSSIBLE LONG RANGE PLANS AS INDICATIONS OF FUTURE PURCHASING AND INVESTMENT PATTERNS. BY KNOWING IN ADVANCE SUCH PLANS, U.S. EXPORTERS, EXIMBANK AND OTHER FINANCIAL INSTITUTIONS CAN BEGIN NECESSARY CONTACTS WITH MEXICAN IMPORTERS, AND USERS, AND TRADE SHOWS AND MISSIONS CAN BE PLANNED WITH GREATER EFFECTIVENESS. ACTION ONE: REVIEW GOVERNMENT BUDGET TO ASCERTAIN AREAS OF MAJOR EMPHASIS DURING CURRENT PRESIDENTIAL TERM. ACTION TWO: ASSIGN TO EACH OFFICER INVOLVED (I.E. COMMERCIAL, SCIENTIFIC, COMMUNICATIONS, MINERALS AND PETROLEUM, DEFENSE, FISHERIES, ETC.) AREAS OF RESPONSIBILITY AND VIGILANCE FOR OBTAINING AND REPORTING ON PROJECTED GOVERNMENT AND PRIVATE SPENDING. THIS INFORMATION SHOULD BE CLEARED THROUGH THE COMMERCIAL COUNSELOR, WHO SHOULD BE IN CONSTANT CONTACT WITH ASSIGNED OFFICERS.
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(C) OBJECTIVE THREE: CONTINUE PRESSURE ON GOM TO PERMIT SALES IN MEXICO OF PRODUCTION OF IN-BOND PLANTS. ALTHOUGH THE ASSEMBLY OF SUCH PRODUCTS IS ACTUALLY DONE IN MEXICO, THE MAJOR PART OF THE COMPONENTS ARE IMPORTED FROM THE U.S. AND THESE SALES IN MEXICO WOULD THUS CONSTITUTE EXPORTS. ACTION ONE: KEEP THIS ITEM ON THE AGENDA OF THE ANNUAL TRADE TALKS. ACTION TWO: OFFICER ASSIGNED BORDER INDUSTRIES SHOULD GATHER SUCH PERTINENT INFORMATION AS HE CAN RELATING TO TYPES OF PRODUCTS PRODUCED AND POSSIBILITY OF SALE INSIDE MEXICO, CONCENTRATING ON THOSE WITH GREATEST CHANCE OF APPROVAL BY MEXICAN AUTHORITIES. ACTION THREE: DISCUSS POSSIBILITIES OF THIS CHANGE IN POLICY WITH SECRETARY AND SUB-SECRETARIES OF INDUSTRY AND COMMERCE AND TREASURY ON APPROPRIATE OCCASIONS.

(D) OBJECTIVE FOUR: CONTINUATION OF EMBASSY'S MARKET RESEARCH PROGRAM CARRIED ON AT TRADE CENTER IN CONJUNCTION WITH THE TARGET INDUSTRY PROGRAM TO IDENTIFY NEW MARKET OPPORTUNITIES. ACTION ONE: ASSIGNED COMMERCIAL SECTION OFFICERS WILL SUPPORT RESEARCH PROGRAM BY SUPPLYING INFORMATION GATHERED IN CONNECTION WITH CERP REPORTS. ACTION TWO: PROVIDE SUPERVISION TO CONTRACTED MARKET RESEARCH FIRMS AND COORDINATE THIS RESEARCH WITH EMBASSY RESEARCH PROGRAM.

(E) OBJECTIVE FIVE: CONTINUED CONCENTRATION ON ESTABLISHING AND MAINTAINING US PENETRATION OF THE MEXICAN MARKET WITHIN TARGET INDUSTRIES BY SUPPORTING TRADE CENTER EXHIBITIONS, WITH PARTICULAR EMPHASIS ON COMPANIES NEW TO THE MEXICAN MARKET. ACTION ONE: PROVIDE GUIDANCE TO EXHIBITORS ON MEXICAN TRADE LAWS AND PRACTIVES, NEW INVESTMENT AND TECHNOLOGY LEGIS-LATION, BUSINESS CUSTOMS, FURNISHING COMMERCIAL INFORMATION GATHERED BY THE COMMERCIAL SECTION AND TRADE CENTER.

2. RESOURCE REALLOCATION: IF WASHINGTON END USERS CAN WAIT UNTIL AUGUST OR SEPTEMBER FOR REPORT ON CHEMICAL INDUSTRY, THE NATIONAL ASSOCIATION OF CHEMICAL ENGINEERS IN MEXICO PUBLISHES COMPREHENSIVE ANNUAL REPORT WHICH COULD REPLACE PRESENT CERP REPORT #0580 (MEXICO A-360, JULY 17). EMBASSY WILL FORWARD 1973 ASSOCIATION REPORT ON RECEIPT FOR DECISION WHETHER CERP REPORT CAN BE ELIMINATED.
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